

January, 1983

SEAQUEST™
VIDEO GAME CARTRIDGE

Activision, Inc. has announced the release of Seaquest, a new home video game cartridge to be shipped in February.

Seaquest is a unique nautical adventure and action game designed by Steve Cartwright. It combines the adventure theme of a deep sea treasure expedition with the frenzied action of an underwater naval battle in shark infested waters. It is compatible with the Atari Video Computer System and the Sears Tele-Games Video Arcade, and will carry a suggested retail price of \$31.95. The game will be available at retail at the end of February.

With his first two releases, Cartwright established himself as an innovative game designer with a winsome sense of humor. Seaquest pushes beyond those successes--it has the whimsy, animation, and originality of Barnstorming, and the action and game challenge of MegaMania, but adds the suspenseful storyline of a daring undersea rescue.

In Seaquest, the player controls a highly-mobile and powerful submarine with the Joystick Controller. Submerging his vessel, he must locate his team of treasure-laden scuba divers and return them safely to the ocean surface.

Beneath the calm blue surface, however, the player discovers his divers are in mortal danger--attacked by a school of man-eating sharks and chased by a greedy pack of pirate subs.

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Dodging sharks and enemy torpedoes with incredibly agile moves of his submarine, the player blasts the fish and attack subs with continuous-fire torpedoes. He must act quickly to rescue the divers, however. An oxygen gauge at the bottom of the screen monitors oxygen consumption, and an alarm sounds when the submarine is dangerously low on air. The diving team must be picked up and brought to surface before air runs out. Even then the player is not safe--an enemy trawler patrols the waves.

Seaquest is filled with realistic marine colors, sounds, and graphic effects. The adventure unfolds against a setting sun as it flames into a deep blue sea. Submarines with whirling propellers chase swiveling sharks with snapping jaws, and divers with actual air-tank bubbles. And true to the pressure level of deep water, the submarines explode with a shuddering vibration.

In addition to the shrill blast of the oxygen alarm, there are a multitude of realistic sound effects--the muffled retort of the torpedoes when they are fired and the raucous explosion when they strike; the whoosh of the oxygen tanks as they refill; the "pluck" when a diver is retrieved by a sub; the "clink-like" sound of treasure dropping into a bank, as the divers are safely rescued. .

Promotional support for Seaquest will include national and local television and radio campaigns, and advertising in the consumer press. Special Seaquest counter cards will be available to retailers.

Activision is a leading developer and marketer of home video game software. Seaquest is the company's 22nd Atari-compatible cartridge. The company has released two games for Intellivision, the home game system by Mattel Electronics--Pitfall! and Stampede.

January, 1983

RIVER RAID™
VIDEO GAME CARTRIDGE

The Game: River Raid--the newest home video game by Activision, which requires a pilot's skill, a strategist's savvy, and a fighter's nerve to master.

The Scene: Dawn patrol in a B1 strato-wing assault jet, racing across the sky to its target.

The Mission: To seek out and destroy bridges and oil depots on a treacherous river course deep in the heart of enemy territory.

The Unexpected: Ambush! Deadly bandits everywhere. Enemy helicopters and jet marauders choking the sky, camouflaged gunships clogging the placid blue waters.

In River Raid, by designer Carol Shaw, the player uses the Joystick Controller to pilot his assault jet over a constantly-changing danger-filled course. The object is to destroy enemy choppers, jets, ships, bridges and oil depots, without crashing or running out of fuel.

Survival over the tricky terrain calls for steely nerves, ultra-quick reactions, and anticipation. With 48 different river sections, the course is a non-stop surprise. One moment the path is clear and wide, and the next it is so blocked with islands that the flight corridors shrink to a single wing span.

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Fortunately, the assault jet maneuvers like a harrier hawk and shoots like a gatling gun. It accelerates and decelerates at the touch of a Joystick, banks and turns sharply to avoid danger, all the while launching an explosive stream of rapid-fire guided missiles.

While dodging and blasting the enemy, and avoiding perilous river obstacles, the player must also watch his fuel supply. A gauge at the bottom of the screen records fuel consumption, and a klaxon sounds when the player is near empty. To refuel, the jet must pass over a fuel depot. But, the farther the jet flies up the river, the greater the distance between depots, and it becomes a constant challenge to reach the refueling site before the jet runs out of gas.

Carol Shaw designed River Raid, her first game for Activision, with a multitude of special sound and visual effects. Other than the klaxon, there are shattering explosions, the rush of the assault jet's engines, and a refueling bell when the jet flies over a depot. Graphic features that increase the realism of the game are choppers with rotating blades, exploding debris after a direct hit, the banking ability of the assault jet, and marauder jets that dart across the river on ambush.

Unlike many video games that seem unbeatable, River Raid gives the player a feeling that if he plays long enough and well enough, the mission will succeed. It looks easy, plays tough, but never traps the player--success depends only on ability and practice.

River Raid carries a suggested retail price of \$31.95, and will be available at retail stores the day after Christmas.

Activision is a leading developer and marketer of home game software. River Raid is its 20th Atari-compatible cartridge. The company has released two games --Pitfall! and Stampede-- for Intellivision, the home game system by Mattel Electronics.

January 1983

SPIDER FIGHTER™
VIDEO GAME CARTRIDGE

Activision, Inc. has announced the release of Spider Fighter, a new home video game cartridge to be shipped in January.

Spider Fighter, the first game from designer Larry Miller, is a single-player action game filled with pestilent spiders trying to destroy the summer's fruit harvest. It is compatible with the Atari Video Computer System and the Sears Tele-Games Video Arcade, and will carry a suggested retail price of \$31.95. The game will be available at retail the last week in January.

In Spider Fighter, the player uses his Joystick-controlled bug blaster to dodge hostile arachnids and their toxic venom. Firing bursts of malathion tracer pellets, the player must vanquish the pests before they steal his bumper crop of oranges, strawberries, grapes and bananas.

Although colorful fruits and dancing spiders might seem elements of a docile game, Spider Fighter is actually a relentless, frenetic attack. The screen is a whorl of activity. The game requires concentration, skill, and sheer stamina to outlast the teeming fruit thieves.

Larry Miller designed several arcade-like features into his debut game. For example, a player wins 500 bonus points if he survives an insect wave without losing any fruit or blasters; the bonus flashes on the screen, accompanied by audio congratulations. And, like arcade

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games, the screen automatically kicks into a demonstration track mode when the game ends.

Spider Fighter is a kaleidoscope of radiant colors, sounds, and special effects. Color bars appear when a blaster is hit, taunting spiders open and close their legs as they pounce, and scout bugs blink their eyes and flash their colors as they swoop down from "Mother Nest", home of the fruit fiends.

Promotional support for Spider Fighter will include national and local television and radio campaigns, and advertising in consumer magazines. A special Spider Fighter counter card, designed by the renowned cartoonist and illustrator, Gahan Wilson, will be available to retailers.

Activision is a leading developer and marketer of home video game software. Spider Fighter is the company's 21st Atari-compatible cartridge. The company has released two games for Intellivision, the home game system by Mattel Electronics--Pitfall and Stampede.



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ACTIVISION ANNOUNCES
OINK!TM

LAS VEGAS, January 6, 1983 -- Activision, Inc. announced today the release of OINK!, a new home video game cartridge to be shipped at the end of March.

Oink!, the first Activision game from designer Mike Lorenzen, is a one or two-player game which brings challenge and suspense to the charming story of the three little pigs and the wolf. It is compatible with the Atari Video Computer System and the Sears Tele-Games Video Arcade, and will carry a suggested retail price of \$31.95. The game will be available at retail in mid-April.

Oink! puts the vulnerable little pigs inside a series of straw, wood, and brick houses. The nasty wolf is outside, of course, trying to blow down their homes with his hot, wilting breath.

The little pink pigs get a fighting chance to defend themselves, however. The wolf huffs and puffs at the wall, disintegrating it on contact, while the pig plucks building materials (straw, wood, or bricks) from the roof and drops them into the empty spaces. Faster and faster the wolf blows his steamy breath, and faster and more frantically the pig tries to rescue his residence.

The pig scores points for the number of bricks (or straw or wood) he drops into holes in the wall. But if the breath of the wolf breaks through and pulls the oinker through the hole, the pig runs squealing off the screen. Always a bad loser, the wolf sings "Na-na-na-na-na-na" after him.

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Because everybody likes to play the bad guy sometime, one of the two-player versions of Oink! lets players interchange roles between the frightened piggie and the villain wolf. The switch is made each time the pig hotfoots it off the screen.

Oink! also plays a demonstration mode when the game is not in use. This helps players learn the game quickly, and provides retailers with an animated, compelling display opportunity at the point-of-purchase.

Promotional support for Oink! will include a television advertising campaign, and 4-color advertisements in consumer and trade magazines. Special Oink! point-of-purchase materials will be available to retailers.

Activision is a leading developer and marketer of home video game software. Oink! is the company's 23rd Atari-compatible cartridge. The company has also released two games -- Pitfall! and Stampede -- for Intellivision, the home game system by Mattel Electronics.



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ACTIVISION ANNOUNCES
DOLPHINTM

LAS VEGAS, January 6, 1983--Activision, Inc. today announced the release of Dolphin, a new home video game cartridge to be shipped in April.

Dolphin, the first Activision game from Matthew Hubbard, is a special single-player undersea chase game which uses sound as an essential element of its game play. It is compatible with the Atari Video Computer System and the Sears Tele-Games Video Arcade, and will carry a suggested retail price of \$31.95. The game will be available at retail in early May.

Visually, Dolphin is stunning. As a bursting sun settles into a turquoise sea, an inky squid chases a graceful, playful dolphin through schools of sea horses. But the charming graphics belie the challenge and depth of the game play.

Although many video games feature appealing sound effects, Dolphin is one of the first that demands the player use his ears as well as his eyes to master the play. Using the Joystick Controller, the player outruns the squid by guiding the crafty dolphin through small gaps in the vertical walls of sea horses. But those gaps appear on the screen far too late for the player to react visually. Instead, the player must listen for the dolphin's variably-pitched sonar echo, which warns him of the location of the approaching gaps. The higher the pitch, the higher the gap, and vice versa.

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Periodically during the chase, a seagull flies overhead. The gull's passage is also foreshadowed by a special sound. When the player hears it, he must make the dolphin leap into the air and touch the gull. Then, for four seconds (two in the more difficult level), the dolphin can turn and try to catch the squid, scoring the most points if it does.

The squid is not an easy catch, however. It becomes wiser and faster as the chase quickens, while changing colors in the process. During the chase, the dolphin tries to "catch" waves. These underwater currents, depending on their direction, can boost or hinder the dolphin's speed. The strategy is to catch the booster waves, while coercing the squid into the backwash. But as the pace steps up, the squid avoids bad waves like a champion surfer.

When the dolphin and squid are in full run, Dolphin becomes harmonic cacophony, filled with the porpoise's haunting echo, the short "pluck" of the waves, the shrill "wah-wah" of the passing gull, and the "sizzle" of the catch.

Designer Hubbard has designed a surprise into Dolphin for the player with enough ears, concentration, and reflexes to conquer it. He's not telling how many points you must score before the surprise appears, and he's not telling what it is. But he promises it is not a message that reads: "Dolphin, the game with a porpoise."

Promotional support for Dolphin will include national and local television campaigns, and advertising in consumer magazines.

Activision is a leading developer and marketer of home video game software. Dolphin is the company's 24th Atari-compatible cartridge. The company has also released two games for Intellivision, the home game system by Mattel Electronics.



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ACTIVISION ANNOUNCES
KEYSTONE KAPERSTM

LAS VEGAS, January 6, 1983--Activision, Inc. today announced the release of Keystone Kapers, a new home video game cartridge to be shipped in April.

Keystone Kapers, the first Activision game from designer Garry Kitchen, is a single-player madcap chase between a lovable Irish cop and a roguish robber through a 1920's department store. It is compatible with the Atari Video Computer System and the Sears Tele-Games Video Arcade, and will carry a suggested retail price of \$31.95. The game will be available at retail in early May.

In Keystone Kapers, the player uses the Joystick Controller to guide Keystone Kelly as he pursues Harry Hooligan through three floors and across the rooftop of a merchandise-filled department store. Keystone Kelly is dressed right out of the roaring 20's in dress blues and bowler hat. Brandishing his billy club, he scampers after Harry Hooligan, a bewhiskered bad-guy in convict stripes.

Keystone Kelly confronts some unlikely obstacles during his swift pursuit. Oldtime cathedral radios block his path, shopping carts come wheeling towards him, balls bounce at him and toy airplanes whiz at his head. Fortunately, Kelly is a trim, athletic guy. He can jump over radios, carts, and balls, or tuck into a quick crouch to duck the planes. Harry Hooligan, understandably panicked, occasionally drops bags of gold and suitcases filled with cash, which Kelly picks up for points.

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The player uses a long-range scanner at the bottom of the screen to spot the locations of Kelly, the thief, and the nearest elevator and escalator between floors. When Kelly is on the first floor, for example, and Harry Hooligan is fleeing on the third, Keystone Kelly has to find the closest escalator or wait for the next elevator that will whisk him back into the chase. The object is to catch Harry Hooligan, for the most points, before he escapes off the roof.

Keystone Kelly is one of the most lovable, antic characters to ever police a video game. He looks scatterbrained and rushed with his waving club and hot two-step pursuit, but, actually, he is a calm, wily, strategic fellow. He waits patiently for elevators, ducking planes from time to time to avoid a haircut. He never runs up escalators, he enjoys the ride. And once he finds himself on the same floor as Harry Hooligan, he crouches patiently behind a display counter, ready to pounce. If Keystone Kelly doesn't always get his man, he always gets his laugh.

Promotional support for Keystone Kapers will include television campaigns and 4-color advertisements in consumer and trade magazines. Special Keystone Kapers point-of-purchase materials will be available to retailers.

Activision is a leading developer and marketer of home video game software. Keystone Kapers is the company's 25th Atari-compatible cartridge. The company has also released two games--Pitfall! and Stampede--for Intellivision, the home game by Mattel Electronics.



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ACTIVISION ANNOUNCES PLANNED
SOFTWARE FOR ATARI HOME COMPUTERS

LAS VEGAS, January 6, 1983--Activision, Inc. today announced its plans to release entertainment software in 1983 for the Atari line of home computers.

In addition, the company indicated that it is studying other home computer and video game systems for possible software development. The company currently offers product compatible with the Atari 2600 Video Computer System and Intellivision by Mattel Electronics.

"Activision has always considered itself to be a developer of home entertainment software for all major home computer and game systems," said James H. Levy, president and chief executive officer of Activision. "We plan to be as significant a factor in the development of home computer software as we have been in the development of video games."

Levy said more detailed information about the planned software, and specific release dates for the product, would be available in the spring.

Activision is a leading developer and marketer of home video game software.



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ACTIVISION CLUBS
FOR HIGH-SCORING PLAYERS

LAS VEGAS, January 6, 1983--Players of Activision video games play for the excitement and challenge of the cartridges, but top-notch performers also have the chance to join exclusive Activision clubs. Players earn their membership, and special club patches, by beating a score established by the Activision game designers.

Currently, sixteen Activision games have clubs. Two games-- Pitfall! and Stampede--have clubs which draw members from owners of both the Atari Video Computer System and Intellivision, by Mattel Electronics.

Entry isn't easy, but memberships have flourished nationwide. Some competitors are members of all the clubs.

The "Federation of Laser Blasters" is Activision's largest club. The youngest member is four-year-old Ben Tobian from St. Joseph, MI. To qualify for the Federation, Ben scored more than 100,000 points on Laser Blast. Anyone who reaches the ultimate score--1,000,000 points--receives special recognition. Thus far, more than 3,500 Federation members have accomplished that goal.

The "World Class Dragster Club" was Activision's first club. Dragster racers gear up to beat the six-second time requirement. The present record holder has a score of 5.51 seconds.

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If players score 20,000 or more points on Pitfall!, Activision's biggest hit cartridge, they become members of "Pitfall Harry's Explorers Club." In the three months since the game's release, membership has soared. The current record holder has scored 114,000 points.

The "River Raiders", based on River Raid, is Activision's newest club, and clubs will soon be formed for the company's upcoming releases -- Spider Fighter, Seaquest, Oink!, Dolphin, and Keystone Kapers.

Activision welcomes new members with a letter of recognition, and a certificate or colorful emblem for their respective clubs. To join, players should send a clear photograph of their score to Activision's Consumer Relations Department, Drawer No. 7287, Mountain View, CA 94042

For information about the clubs, players can call Activision's toll-free phone number at 800-227-9757. -

Attached is a chronological list of all the Activision clubs, including qualifying scores and high scores.

Activision, Inc. is a leading developer and marketer of home video game software.

<u>GAME</u>	<u>CLUB</u>	<u>QUALIFYING SCORE</u>	<u>RECORD</u>
<u>DRAGSTER</u>	World Class Dragster Club	Below 6 sec.	5.51 sec.
<u>SKIING</u>	Ski Team	Below 28.2 sec.	27.54 sec.
<u>LASER BLAST</u>	Federation of Laser Blasters	Above 100,000	1,000,000
<u>FREEWAY</u>	Save the Chicken Foundation	20 and above	34
<u>KABOOM!</u>	Bucket Brigade	3,000 & above	999,999
<u>STAMPEDE</u>	Stampede Trail Drive	3,000 & above	157,000
<u>ICE HOCKEY</u>	Hockey Team	Beat the Computer	**
<u>BARNSTORMING</u>	Flying Aces	#1: below 33.3	32.74
		#2: below 51.0	49.98
		#3: below 54.0	52.42
<u>GRAND PRIX</u>	Driving Team	#1: below 0:35	0:29.49
		#2: below 0:1.00	0:50.93
		#3: below 1:30.0	1:13.97
		#4: below 2:30.0	1:35.64
<u>CHOPPER COMMAND</u>			
	Chopper Command "Commandos"	10,000 and above	999,999
<u>STARMASTER</u>	Order of the Supreme	#1: 3800 & above	3971
	Star Master	#2: 5700 & above	5935
		#3: 7600 & above	7917
		#4: 9000 & above	9793
<u>MEGAMANIA</u>	MegaManiacs	45,000 & above	999,999
<u>PITFALL!</u>	Pitfall Harry's	20,000 & above	114,000
	Explorers Club		
<u>TENNIS</u>	Tennis Pros	Beat the computer	--
<u>SKY JINKS</u>	Sky Stars	Below 37.0 sec.	*
<u>RIVER RAID</u>	River Raiders	*	*

*not yet available

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ACTIVISION™

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Mad Bomber??

FOR IMMEDIATE RELEASE

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ACTIVISION ANNOUNCES TWO NEW GAME TITLES: TENNIS AND LASER BLAST™

SUNNYVALE, CA -- December 12, 1980 -- Activision, Inc. today announced the release of Laser Blast™ and Tennis, two new video game cartridges designed for use with the Atari® Video Computer System™ and the Sears Tele-Game™ Video Arcade®. The games will be shipped to reach retail shelves in April 1981.

The two additions increase the number of game cartridge titles released by Activision to eight. The company is the first independent designer and marketer of video game cartridges.

Laser Blast, Activision's first space video game, was designed by David Crane. "I've always wanted a space game that has realistic graphics, is fairly easy to learn, and becomes more challenging the more you play. Laser Blast is very difficult to beat," says Crane.

The game places the player in command of a fleet of spacecraft under attack by forces on a hostile planet. To survive, the player must blast away attackers with his ship's laser, while dodging radar-directed laser fire from below. As play progresses, the action increases in speed and difficulty, placing a premium on quick wits and reflexes.

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As with Crane's previous Activision games -- DragsterTM and Fishing DerbyTM -- Laser Blast features exceptionally vivid color graphics and exciting sound effects. "It's the most exciting space video game we have seen for the Atari VCS," stated Clif Crowder, Activision's National Sales Manager. "We expect Laser Blast to be one of the best selling video game cartridges for 1981."

Tennis by ACTIVISIONTM was designed by Alan Miller, who also designed Checkers. "I wanted to design a very realistic video representation of tennis," said Miller. "So many of the earlier video tennis games have been just PongTM-type paddle games."

For Tennis by ACTIVISION, Miller designed realistic-looking players who can serve, hit from the baseline, rush the net and hit anything from drop shots to cross-court passing shots for winners. The graphics provide a unique perspective on the court, and the movement of play is so realistic that the ball even has a shadow following it. Tennis players from novice to pro will find Tennis by ACTIVISION to be remarkably like the real thing.

Activision president Jim Levy said that he expects Laser Blast and Tennis to further expand the home video game audience. "We are pushing at the creative boundaries of the medium," he stated. "The more creative new titles are released, the more people recognize the challenge, excitement and fun they can have with video games."

Levy added, "Tennis is without question the most realistic video tennis ever done, and Laser Blast begins where most other space games leave off. Add these to our library that includes Dragster, Boxing, Checkers, Fishing Derby, Skiing and Bridge and you can see why we are so excited about 1981 and the prospects for rapid growth in our market."

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Crowder reported that Laser Blast and Tennis will be featured at the Winter Consumer Electronics Show (CES) in Las Vegas in January. "Each of our releases to date has been received very enthusiastically, with initial production for each selling out very quickly. We expect this to continue for these two new titles," noted Crowder.

Crowder also reported that Activision will sneak preview at CES two more previously unannounced game titles which are scheduled for release later in 1981.

Activision's first four game cartridges -- Boxing, Dragster, Checkers, and Fishing Derby -- were released last summer and are available at retail now. Skiing and Bridge were shipped to distributors and retailers last month and will be available at retail this month.

Both Tennis and Laser Blast will carry suggested retail prices of \$21.95.

Activision, Inc. is headquartered at 759 E. Evelyn Avenue, Sunnyvale, CA 94086.

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ACTIVISION ANNOUNCES TWO NEW

VIDEO GAME CARTRIDGES: "SKIING" AND "BRIDGE"

SUNNYVALE, CA -- SEPTEMBER 18, 1980 -- Activision, Inc. today announced the release of two new game cartridges for use in the Atari® Video Computer System™ and Sears Tele-Game™ Video Arcade®.

Clif Crowder, national sales manager, stated that the two new games, Skiing and Bridge, will be shipped to distributors beginning in December, 1980 and will be available at retail early in 1981.

Skiing by ACTIVISION™ features a wide variety of slalom and downhill ski runs, at varying levels, to test everyone from beginners to experienced skiers. The player controls an on-screen skier by using a Joystick Controller. Players race against the clock or glide leisurely downhill, dodging trees and jumping moguls along the way. Skiing was designed by Bob Whitehead, creator of Boxing by ACTIVISION.

For the bridge player, Bridge by ACTIVISION plays almost exactly like real bridge. The player controls the strength of hands to be dealt and the play of the game. Hundreds of millions of hands can be dealt at random by the game computer. The computer bids as a partner (using the standard American point count system with Blackwood and Stayman conventions) and plays as opponents once a contract is established. "You can play for a lifetime and never see the same hand twice," said Larry Kaplan, designer of Bridge. "You can also play the same hand over and over until you're satisfied. The game won't teach you how to play bridge, but it will sure help you practice."

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Jim Levy, Activision president, said that he expects the company's two new game cartridges to attract substantial new audiences to the Atari Video Computer System as well as to new game cartridges for the system. "We believe that Skiing is the most innovative and exciting action game ever done for the VCS," he stated. "Bridge will have a strong appeal for the millions of bridge players who are always looking for a game and a chance to sharpen their play. It's the ultimate solitaire bridge game."

Crowder said that Skiing carries a suggested retail price of \$21.95 while Bridge, which is the company's first double capacity (32K) cartridge, has a suggested retail price of \$29.95.

Activision is the first independent designer and marketer of video game cartridges. The company is headquartered at 759 E. Evelyn Avenue, Sunnyvale, CA 94086.

